

American Fruit Grower

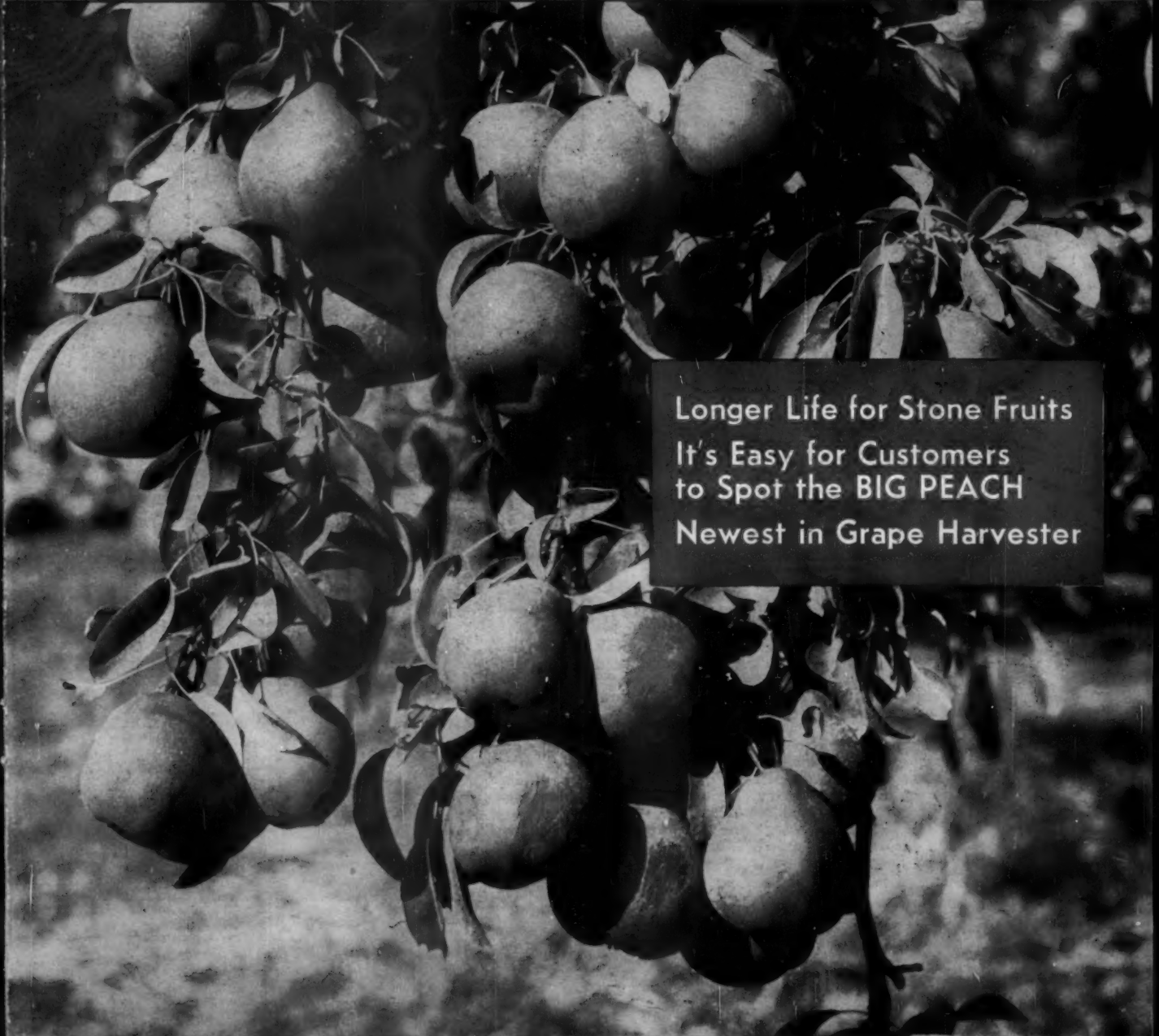
OCTOBER • 1961

25 CENTS

PRODUCTION

PACKING

MARKETING



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to Spot the BIG PEACH
Newest in Grape Harvester

Special Report on Pear Decline—the Mystery Malady—See page 9



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the New Marlow ECON-O-MIST

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SAVINGS
FOR
GROVE
OPERATORS**

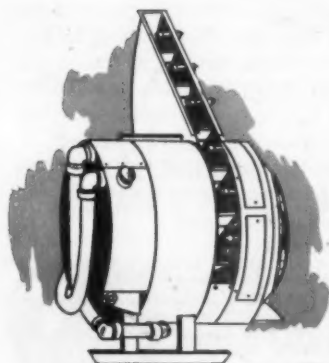
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in a few areas
are still open



The all new Marlow air-blast Econ-O-Mist grove sprayer, operating with a 33X concentrate, offers unbelievable savings. Driven by tractor power take-off, the Econ-O-Mist mounts easily on any standard 3 point hitch tractor.

Here are but a few of the many advantages over the conventional dilute spray rig, offered by the Marlow Econ-O-Mist.

ECON-O-MIST®



These are only a few of the many Econ-O-Mist advantages. Want to know more? Write, today, for a brand new illustrated brochure giving complete information, prices and delivery dates.



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● CHEMICAL SAVINGS

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● TIME SAVINGS

One filling of the 90 gallon supply tank on the Econ-O-Mist will actually provide more coverage than six 500 gallon tank loads of a dilute spray. The Econ-O-Mist will operate from 1½ hours on one 90 gallon filling.

● HIGHLY MANEUVERABLE

The Econ-O-Mist is only 4 feet in length. The complete tractor and sprayer unit can make a 360° turn within its own length.

● MAINTENANCE SAVINGS

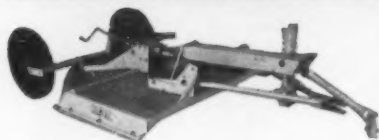
The Econ-O-Mist has a built-in flush system for cleaning. No need for water tenders and, since there is no self power unit, this maintenance headache is eliminated.

● COST AND FUEL SAVINGS

The combined cost of the Econ-O-Mist and a tractor is considerably less than the cost of most conventional sprayer units alone. Because it is operated by the tractor power take-off, big fuel savings can be realized.

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- Self-adjusting 3 pt. hitch
- Quick-change free swinging blades
- Full length side skids standard
- 3 joint PTO universal drive (pull type)

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Each installation is specifically planned to meet the requirements of the individual fruit storage area. And each installation is followed up by United's engineers to assure full satisfaction to the fruit grower.

You are invited to discuss your low-temperature insulation requirements with us.

UNITED CORK COMPANIES
6 Central Avenue, Kearny, N.J.

Branch offices in principal cities



American Fruit Grower

Reg. U.S. Pat. Off.

Cover photograph shows cluster of Winter Nelis pears.

Vol. 81

OCTOBER, 1961

No. 10

FEATURES

Mystery Malady Ravages Pear Orchards..... 9

By William J. Monahan

Customers Look for the Big Peach..... 11

By Jerome Hull, Jr., and J. Edward Klinker

113 Million Ads... at no cost to you, Mr. Apple Grower. 14

By R. G. Tousey

Apples Scald Free..... 12

Grapes Report on Grape Day..... 12

Peaches Thinning Automatically..... 13

Waxed Fruit..... 13

DEPARTMENTS

Letters to the Editor..... 6	Editorials..... 22
Calendar of Coming Meetings..... 8	Fruit Talk..... 22
Fruit-O-Scope..... 17	Coming Next Month..... 22
State News..... 18	Cartoon..... 22

E. G. K. MEISTER, Publisher

RICHARD T. MEISTER, Editor; E. K. GOULD, Managing Editor
Associate Editors: H. B. TUKEY, R. B. CAMPBELL, ELDON S. BANTA
Art Director: GEORGE M. ROSS, Production Manager, J. S. BENDER,
EDWARD L. MEISTER, Director of Advertising

District Advertising Offices

EASTERN ADVERTISING MANAGER:
John Boisseau, 41 E. 42nd St., New York 17,
N.Y. Phone—TN 7-2688.

MIDWESTERN ADVERTISING MANAGER:
Al Zilenziger, 331 N. Michigan Ave.,
Chicago 1, Ill. Phone—State 3-7128.

LOS ANGELES: McDonald-Thompson, 3727
West 6th St. Phone—Dunkirk 7-5391.

SAN FRANCISCO: McDonald-Thompson, 625
Market St. Phone—Exbrook 7-5377

SEATTLE: McDonald-Thompson, 1008 West-
ern Ave. Phone—Main 3-3766.

AMERICAN FRUIT GROWER is published monthly by American Fruit Grower Publishing Co., Willoughby, Ohio. E. G. K. Meister, Publisher and Chairman of the Board; Edward L. Meister, President; Richard T. Meister, General Manager; Gilbert Meister, Vice-President. Subscription price \$1.00 per year in U.S. and possessions; to Canada and other foreign countries \$2.00. Single current copies 25c; copies over one year old 75c.

When changing your address, please send us old as well as new: send address label from your last copy; allow 6 weeks for the first copy to reach your new address.
Entered as second class matter at Post Office at Willoughby, Ohio, under the Act of March 3, 1879. Additional entry at Mount Morris, Illinois.
Postmaster: Please send change of address "Form 3579" to AMERICAN FRUIT GROWER, Willoughby, Ohio.



APPLES SLATED FOR NATION-WIDE ADVERTISING PUSH TO TV VIEWERS

1961 looks like a big crop year. This apple-merchandising program in TV Guide magazine is timed to sell your crop from now till Christmas!

Your apples are getting a big sales push this fall in an advertising program sponsored by American Cyanamid Company—the first campaign of its kind by a pesticide manufacturer. It's designed to urge customers to get out and get in plenty of juicy, new-crop apples.

Campaign helps turn huge audience into active apple market
This unique campaign is hitting cus-

tomers from September till Christmas... while the crop moves to market. Advertisements like those below are appearing right now in one of America's most widely-read magazines—TV Guide.

The campaign is running in the four most heavily-populated areas of the country. It's spurring 5½ million readers to buy, and eat, more apples... constantly reminding them that

nothing is more satisfying, more healthful, more delicious than a juicy, new-crop apple to enjoy along with television.

No strings... just results

Along with other local and national apple-advertising efforts, this program is expected to get the new crop out of markets and into homes faster and more frequently. It's aimed at getting fruit out of storage and into distribution channels through the winter. American Cyanamid Company, Agricultural Division, Princeton, N. J. ©CYPREX is American Cyanamid Company's trademark for its dodine fungicide.



Discover

THE TANGY TASTE
OF AN APPLE WHILE
YOU WATCH YOUR
FAVORITE ADVENTURE SHOW



HANDS UP

FOR AN APPLE
WITH YOUR
FAVORITE MYSTERY



ROAR

FOR AN APPLE WITH
YOUR FAVORITE COMEDY



REACH

FOR AN APPLE
TO ENJOY WITH YOUR
FAVORITE TV WESTERN



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Red Delicious Super Sports...



RED KING DOES IT AGAIN!

★ Year after year RED KINGS (Brauns Variety Delicious) are market ready two weeks or more ahead of regular strains of Red Delicious.

Get your share of the early premium market.

ORDER YOUR RED KING TREES NOW FOR
EARLY FALL PLANTING.

Make Sure You Get Genuine RED KING Trees!
All Genuine Red King scion wood is cut from bearing Red King trees. This is your assurance that you receive only Genuine, True-to-Name

RED KING

Brauns Variety Delicious Plant Patent No. 1411
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Write today for your copy of our free color catalog . . . lists several varieties of trees—Apples, Apricots, Peaches, Plums and Prunes—full size and dwarf trees.

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- Shade
- Berry Plants, Roses, Bulbs
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and GENERAL NURSERY STOCK. WRITE
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MORE SPRAYER FOR LESS MONEY

PROVE IT TO YOURSELF BY SEEING THE NEW
BIGGER, BETTER VALUES IN

John

BEAN

SPEED SPRAYERS

ASK YOUR JOHN BEAN DEALER NOW—SEE OUR
ADS IN FRUIT GROWER STARTING NEXT MONTH

LETTERS TO THE EDITOR

Clear Field Ahead

Dear Editor:

I read in your magazine about the use of chemicals to control weeds in strawberries. Here's what the largest grower in our area does.

Harold Patton plows under all green growth early in the summer before weeds have time to reseed. Then he discs frequently during the summer and fall prior to setting the new strawberry field. The disking eliminates the danger of a heavy stand of weeds after a berry patch has been set.

Although winds and sheet erosion do



bring some grass and weed seeds, the growth is light in comparison to an uncleared patch.

Berry plants start growing runners soon after setting, which spread into a mat of vines and new plants so hoeing is always slow and tedious work.

By his clean-field method the year before, Patton gives a new strawberry field an excellent start with minimum expense for hoeing.

Beebe, Ark.

Ralph Underhill

Can You Top This?

Dear Editor:

Growers with a picking problem will be interested in a fellow labeled the "human vacuum cleaner" by his fellow pickers.

Richard Laveille of Marlboro, Mass., beat his own record by picking 300 boxes of Rome Beauty apples in an even 10 hours. Making easy, graceful motions, with no wasted effort, he can grasp three apples at one time, with little or no bruising.

During a 10-day leave from the Armed Forces, he picked a grand total of 2015 bushels, mostly from Spy and Baldwin trees.

It would be difficult to establish a recognized record for picking, but to my knowledge this is one.

Marlboro, Mass.

Stanley F. Barnes

McMARLIN JOINS NAI

NEW administrative assistant at National Apple Institute is James B. McMarlin, a native of Butler, Pa. He will be in charge of NAI's school education program and nutritional research as well as other administrative matters.

A graduate of Denison University, McMarlin also attended Ursinus College and Temple University of Medicine. He served three years as a Naval officer and was engaged in cholesterol research prior to joining NAI.

AMERICAN FRUIT GROWER



New FLEETSIDE PICKUP. Most modern version of America's most popular pickup. Bodies are grainless and up to 98 inches long.

**A NEW WORLD
OF WORTH FROM
CHEVROLET**



NEW '62 CHEVROLET TRUCKS

TOP HANDS AT WORKING AND TIGHT-FISTED AT SAVING!

New High Torque power in every weight class means more work and more savings! New work styling. New stamina. New models that'll work harder and save more on just about any job you name!

Meet the hauling, handsomest workhorses that ever tackled a chore.

There's more power and more torque for more work in every weight class. In the light-duty lineup you have three money-saving powerhouses at your beck and call. Standard is the dependable 235 Six that's found more favor with more farmers than any other six in the business; also available are the modern short-stroke 283 V8*, and, for the first time ever, the extra-muscled 261 Six*. New High Torque power is yours to choose from right on up the line. A brawny new high-performance 327 V8* is available for middleweights. (There's even a new Chevy-GM 4-53 Diesel for medium-duties if you've got a high mileage operation where you want to cut costs.) And, at the top of the line, the mightiest Chevrolet truck engine yet, the 409 V8*, with 16½% more torque than ever before offered.

There's functional new work-styling with forward-sloping hoods to allow drivers to see up to 10½ feet more of the road ahead. Chevrolet's owner-proved Independent Front Suspension just walks away with loads over the roughest going to give you a harder working, easier riding, longer lasting truck. And there's a choice of three agile work-proved Corvair 95's (2 pickups and a panel) that haul up to 1,900 pounds of payload. See your Chevrolet dealer for the model that'll work and save for you best. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*



▲ New CORVAIR 95 RAMPSIDE. Loads of cargo space on a nimble 95-in. wheelbase and exclusive side gate for easy no-lift loading.

▼ New SERIES 50 STAKE MODEL. Sturdy hauler that can take king-sized loads, with GVW rating up to 16,000 lbs. and a choice of 9-ft. or 12-ft. bodies.

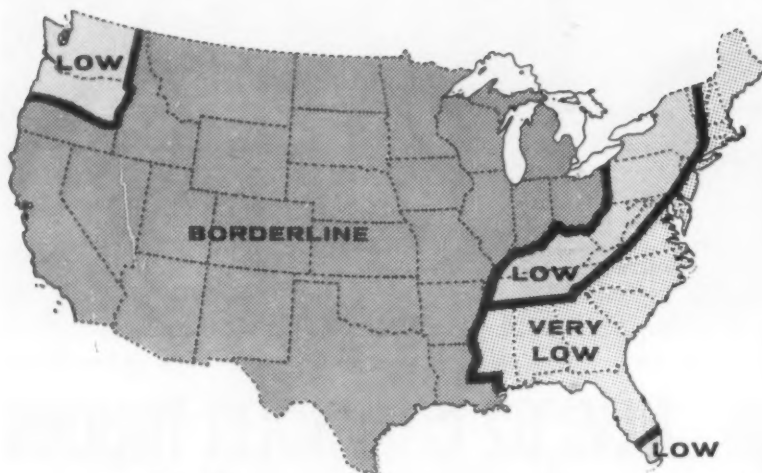


1962 CHEVROLET JOBMASTER TRUCKS





THIS SOIL MAP SOUNDS A WARNING!



EVEN THE BEST FARMLAND LACKS ENOUGH MAGNESIUM FOR TOP YIELDS AND QUALITY

Every fruit crop you grow — whether tree, vine or bush — needs more magnesium than it gets from your soil. It needs it because magnesium steps up quality and flavor, promotes fruit color and firmness. Magnesium acts as a carrier of phosphorus and it regulates "uptake" of all plant foods to spark higher income yields!

SPM — double sulphate of potash-magnesia — ends magnesium lag in your soils. SPM's magnesium is fast-acting, readily available . . . it's 100% water soluble. Granular to resist leaching, SPM stays in your soil to feed your crops *all season long!*

Bring your soil up to profitable, top-yield, top-quality magnesium levels! Ask your dealer for fertilizer containing Sul-Po-Mag or apply Sul-Po-Mag direct. Write for free SPM crop-fact folder.

SPM-5-2

SPM SUL-PO-MAG

All soil needs some double sulphate of potash-magnesia.

SPM contains 18.5% magnesia, 22% potash in sulphate form, 22% sulphur — and less than 2.5% chlorine.

INTERNATIONAL MINERALS & CHEMICAL CORPORATION

Agricultural Chemicals Division, Materials Dept. • Administrative Center • Skokie, Illinois



Calendar of Coming Meetings & Exhibits

Oct. 1-4—Produce Packaging Convention and Exposition, Chase-Park Plaza Hotels, St. Louis, Mo.—Robert L. Carey, Exec.-Sec'y, Produce Packaging Association, P. O. Box 29, Newark, Del.

Oct. 12-21—National Apple Week.—Norbert Eschmeyer, Manager, National Apple Week Association, 1302 18th St., N. W., Washington 6, D. C.

Oct. 29-Nov. 1—National Agricultural Chemicals Association annual meeting, The Homestead, Hot Springs, Va.—L. S. Hitchner, Executive Sec'y, 1145 19th St., N. W., Washington 6, D. C.

Oct. 30-Nov. 2—Florida State Horticultural Society annual meeting, Barcelona Hotel, Miami Beach.—Ralph P. Thompson, Pub. Sec'y, Winter Haven.

Nov. 6-7—Washington State Weed Conference, Chinook Motel & Tower, Yakima.

Nov. 14—Wisconsin State Berry Growers Association annual convention, Retlaw Hotel, Fond du Lac, Wis.

Nov. 15-16—Wisconsin Apple Institute and State Horticultural Society annual convention, Retlaw Hotel, Fond du Lac, Wis.

Nov. 15-17—Oregon State Horticultural Society annual meeting, Oregon State College, Corvallis.—Andrew A. Duncan, Sec'y, Oregon State College, Corvallis.

Nov. 20-21—Illinois State Horticultural Society annual convention, Abraham Lincoln Hotel, Springfield.—Bob Rogers, Sec'y-Treas., 305 W. Walnut St., Carbondale.

Dec. 1-2—Iowa Fruit Growers Association annual meeting, Memorial Union Building, Iowa State University, Ames, Iowa.—Winton Etchen, Sec'y Treas., State House, Des Moines.

Dec. 4-6—New Jersey State Horticultural Society annual meeting, Denna Hotel, Atlantic City, N.J.—Ernest G. Christ, Sec'y Treas., P.O. Box 231, New Brunswick.

Dec. 4-6—Washington State Horticultural Association annual meeting, Liberty Theater, Wenatchee.—Dr. John E. Snyder, Exec. Sec'y, Washington State University, Pullman.

Dec. 5-7—Michigan State Horticultural Society annual meeting, Civic Auditorium, Grand Rapids, Mich.—Dr. A. E. Mitchell, Sec'y, Michigan State University, East Lansing.

Dec. 8-9—Utah State Horticultural Society annual convention, Utah Hotel, Logan.—Anson Call, Sec'y, Utah State Agricultural College, Logan.

Dec. 11-14—Weed Society of America's North Central Weed Control Conference, Jefferson Hotel, Memphis, Tenn.—K. P. Buchholz, Pres., University of Wisconsin, Madison.

Dec. 12-13—Oklahoma Pecan Growers Association annual meeting, Tulsa, Okla.—E. L. Whitehead, Sec'y, Oklahoma A. & M. College, Stillwater.

Dec. 12-14—Tennessee State Horticultural Society annual meeting, Jackson, Tenn.—B.S. Pickett, Sec'y Treas., University of Tennessee, Knoxville.

Jan. 3-5—Western Washington Horticultural Association annual meeting, Fruitland Grange Hall, Puyallup, Wash.—Morrill Delano, Sec'y, 742 County-City Building, Tacoma 2.

Jan. 4-5—Maryland Horticultural Society annual meeting, Hotel Alexander, Hagerstown, Md.—A. F. Vierheller, Sec'y, University of Maryland, College Park.

Jan. 10-11—North Carolina State Apple Growers Association annual meeting, Battery Park Hotel, Asheville, N.C.—R. B. Phillips, Pres., Bakersville.

Jan. 10-12—Indiana Horticultural Society annual meeting, Purdue Memorial Center, Purdue University, Lafayette, Ind.—Frank Emerson, Sec'y Treas., Purdue University, Lafayette.

Jan. 22-27—New Jersey Farmers Week, Trenton.—Phillip Alampi, Sec'y, New Jersey Department of Agriculture, Trenton 25.

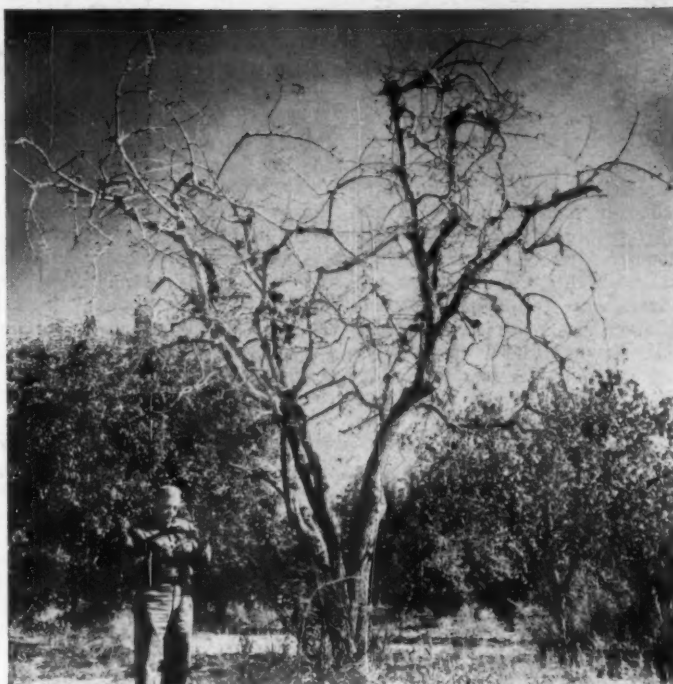
Jan. 31-Feb. 2—Ohio State Horticultural Society annual meeting, Netherlands Hilton Hotel, Cincinnati.—C. W. Ellenwood, Sec'y, Rt. 2 Wooster.

Feb. 25-28—National Peach Council convention, Traymore Hotel, Atlantic City, N.J.—Carleton Heritage, Pres., Box 516, Carbondale, Ill.

May 3-5—Shenandoah Apple Blossom Festival, Winchester, Va.—J. K. Robinson, Pres., Winchester.

AMERICAN FRUIT GROWER

A million trees have been killed or seriously affected by pear decline in California alone. The search for clues to the malady now extends to Italy



The stark skeleton of a pear tree, victim of pear decline, is examined by Jess Manley, superintendent of DiGiorgio Fruit Corp. pear orchards in Yuba County, California. The tree was alive and well last year.

MYSTERY MALADY

Ravages Pear Orchards

By **WILLIAM J. MONAHAN**
Special California Correspondent

A VICIOUS enemy whose identity is still masked from a corps of farm detectives who are vigorously pursuing their malignant quarry in orchard and laboratory has mounted a massive offensive against the West Coast pear industry. It is destroying or seriously damaging 25% of the Pacific region's pear trees.

By October 1, 1961, the mysterious malady, known as pear decline, had killed or materially debilitated 1 million trees in California—23% of the state's pear orchards.

This havoc was wrought in three seasons—10,000 trees in 1959, 150,000 trees in 1960, and the awesome number of more than 800,000 trees in 1961. And the end of a plague which may have had its beginning as long ago as 1908 in Italy or in 1948 in British Columbia is still not in sight.

By 1955, in the state of Washington, pear decline was recognized as a new and terrible foe of *pyrus communis*, particularly trees of Oriental or Old French rootstocks. By 1957, it had spread its venomous tentacles into Oregon, and in 1959 it was found in California.

In four years it has reduced Pacific Coast pear tonnage from 504,000 tons of fresh and processing fruit to a probable volume of 442,000 tons this year.

Between 1957 and the 1960 season, the pear crop in Washington and Oregon was reduced from 125,000 tons to 88,000 tons but, in the two Pacific Northwest pear states, a volume recovery occurred this season to about 115,000 tons.

The worst of the plague may be over in Washington and Oregon, but no such optimistic views are found in California.

California Department of Agriculture Director Charles Paul revealed to AMERICAN FRUIT GROWER the

massive losses to the California pear industry as the 1961 harvest season ended.

"Pear decline has been tragic for individual growers," he said, "and is developing into a harsh economic blow to our pear industry which produces crops worth between \$25 million and \$30 million annually for our growers. Our researchers and pathologists are dedicated to solving the mystery of this malady."

Working on the problem are federal, state, and university agencies along with privately employed scientists of West Coast nurserymen and such giant producers as DiGiorgio Fruit Corp.

Dr. Carl W. Nichols, plant pathologist of California Department of Agriculture, is co-ordinating the state department's defensive program on behalf of California's 7500 growers and their \$100 million investment in land, orchards, and other production facilities.

El Dorado County, which only two

years ago had 4000 acres of thriving pear trees, has been the hardest hit of any pear region.

"It is estimated," Dr. Nichols said, "that over 75% of pear trees in El Dorado County have been affected. Other counties that have had lesser numbers of affected trees but still have had a high incidence of disease since the first occurrence in California are Placer, Santa Clara, Sacramento, and Solano. Although scattered affected trees were found in Napa and Nevada countries prior to this year, the 1961 surveys show tremendous increases of pear decline. Moderate numbers of affected trees have been found since 1959 in Contra Costa, Glenn, San Benito, Santa Cruz, Sutter, Yolo and Yuba counties. Low numbers of affected trees have been found in Lake, Mendocino, and Sonoma counties."

Checking co-operative surveys conducted by the California Department of Agriculture, University of California, county agricultural commissioners, and extension service farm advisors, Dr. Nichols concluded that cultural and environmental conditions such as irrigation practices, fertilization and spray programs, soil types and climatic conditions are not the primary cause of pear decline.

"However," he said, "it is possible they may have some indirect effect on it. When affected trees are pulled it is readily apparent that most of the roots of pencil size or smaller are dead or dying. With such injured root systems it seems likely that any cul-

tural development or climatic condition that would reduce the amount of available water could reduce the amount of water taken up by the tree. These factors would easily contribute to a more rapid development of pear decline symptoms."

Dr. Nichols emphasizes that most of the affected trees are on roots of the Oriental type. A smaller number of affected trees have been on roots of Old French type. This year for the first time in California a percentage of trees of the domestic French type were found to be affected. So far, no trees on Old Home rootstocks have been infected.

Some scientists now call the pear tree disease a bud-union decline. In investigations in Washington, a breakdown of cell tissues in the phloem—the inner layer of bark where tubes which carry carbohydrates from the leaves to the roots are located—was discovered at the bud union. This would cause a disruption in the movement of food to the roots.

To date, however, none of the qualified experts are able to pinpoint the basic cause of the decline; some hint it is probably a virus transmitted by an unidentified insect. Official recommendations for rootstocks for new plantings include the obvious suggestion to stay away from Oriental stocks and the use of Old Home cuttings to produce trees that are resistant to decline.

Growers have been reluctant to engage heavily in replacement pro-

grams—some because the damage to their orchards is causing them cash headaches and others because they aren't sure new trees would escape the decline, particularly in California where the warmer climate than prevails in Washington or Oregon may be aggravating the disease.

In summarizing this problem, Director Paul says that pear growers are buying new trees to replace those taken by pear decline, but they want to be assured that their replacement trees will not carry disease-causing agents that will produce a debilitating disease or death in them.

The California Department of Agriculture is co-operating with the state's nurserymen to provide some of this assurance.

Any California nurseryman, by making application to the department's Bureau of Plant Pathology, may have his pear scionwood sources inspected to determine if they are free of disease-causing agents.

The search for clues that will uncover the nature of pear decline has gone as far as Italy where Dr. Thomas Shalla of the University of California and Dr. Luigi Chiarappa of the pathology staff of DiGiorgio Fruit Corp., operators of the world's largest pear orchard in Yuba County, north of Sacramento, journeyed to study the disease moria which reached sweeping proportions in Italian orchards at the end of World War II.

They will have to retrace the research of the University of Milan, which dropped its inquiries when the Italian disease fizzled out in 1947, to determine what rootstocks were being used when the moria broke out and what types were replanted.

There are some promising indications that a considerable portion of the existing plantings of pear trees in California are resistant or tolerant to pear decline because they are growing on particular strains of rootstock. The exact proportion of the total plantings which hold this promise of immunity is not known. State and federal research agencies have underway a top priority project to ascertain what rootstocks are resistant to pear decline and to develop means for making replantings which will be immune.

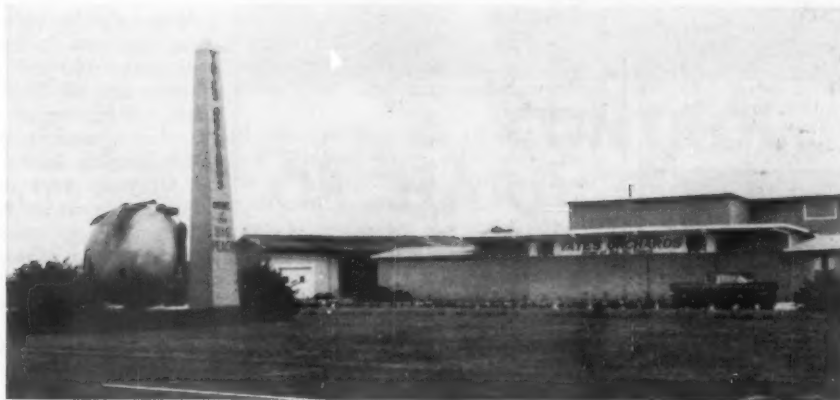
But after the suitability of rootstock has been determined a period of two years will be needed to produce stock for replantings.

Nature, a great and constant antagonist of the husbandman, has brought a cruel weapon into a capricious skirmish with the pear grower. Will the ingenious grower and his scientific associates be able to counter the challenge in time to preserve the multi-million dollar pear industry of the Pacific Coast? THE END.



Jess Manley (left) shows Correspondent Monahan a dying tree while in background a dead tree is visible. Dying tree actually produced harvestable fruit this year before its collapse became apparent. Photos illustrating article were taken on final day of 1961 harvest (August 18) by news photographer Mel Gagnon of Sacramento Bee.

Customers Look for the BIG PEACH



The 14-foot Halehaven is a symbol of quality service and quality fruit grown in the Yates Orchards

By JEROME HULL, Jr., and J. EDWARD KLINKER

Purdue University, Lafayette, Ind.

THE most talked about feature of the Yates Orchards in Vincennes, Ind., is the big peach located in front of the Yates roadside market. This peach, modeled after a Halehaven, stands 14 feet in height. Combined with neat landscaping, the market is an eye-catcher for all tourists traveling on U.S. Highway 41, a main thoroughfare from Chicago to Florida. In fact, it is photographed yearly by many fruit growers and peach customers as a souvenir of their trip to the Yates roadside market.

Wilbur Yates has successfully combined production of quality fruit with this attractive roadside market to achieve outstanding peach production success in southwestern Indiana.

Bill, as his many customers and peach-producing friends know him, has found that profitable peach growing is realized with relatively young trees. While his present acreage is 10 years of age or younger, he can, with successful cultural practices, profitably maintain a peach tree until it is 20 to 22 years of age.

Selection of varieties which develop high red color are of prime consideration for any roadside marketing operation. Likewise, varieties ripening over a period of time make it possible to extend the marketing season over

a six- to seven-week period. Bill's peach harvest begins with the Redwin variety and continues through Erly-Red-Fre, Cardinal, Sunhaven, Jerseyland, Redhaven, Richhaven, Halehaven, Kalhaven, Redskin, Blake, Vesper, and concludes with Rio-Oso-Gem.

The fertility program at the Yates orchard is based upon individual tree needs after the trees reach bearing age. Rapid growth is encouraged on young trees to develop maximum bearing surface before trees begin to bear. However, the amount of fertilizer applied to trees of bearing age depends upon tree size and vigor. An average annual terminal growth of 10 to 12 inches is desired.

Foliage on trees low in nitrogen turns red earlier in the fall and such trees are then marked and fertilized in early winter or the following spring. Less vigorous trees are also marked again in the spring when the trees are beginning to leaf out.

During the 1959-60 winter, certain varieties experienced some blossom bud damage. Those trees which had only a light bloom received an early spring application of 3 pounds of ammonium nitrate per tree in an attempt to help fruit set.

The orchard is clean cultivated

until late June and then grass is permitted to grow to harden the trees. Rye is sown on hillsides in September after harvest is completed. Trees are cultivated with a tree hoe to eliminate grass around the trunks which subsequently aids in borer control when the trunk sprays are applied.

Trees are hoed about four times prior to harvest and once again after harvest to cut any dropped fruit into the soil. Pest control is obtained by spraying, although when it is impossible to spray or complete the spray on time, a ground duster is also used. The spray program consists of parathion and sulfur with one trunk spray of dieldrin for peach tree borer control.

Pole thinning is practiced to remove excess fruit. These same thinning poles are used to aid in tying the trees, rather than using props. No. 9 wire is bent into a loop and inserted into the end of the thinning pole. Bailer twine is tied into this loop and a circle made around the tree. Thus the twine encircles the trees 9 to 10 feet above ground and supports the limbs. The twine lasts only one season. One ball of twine will generally tie about 50 to 60 trees.

Fruit is harvested into 10-quart
(Continued on page 15)

Keep 'em COOL!

That's just what the doctor has ordered—for your fruits and vegetables. Keeping them cool preserves their orchard- and field-fresh quality—to the delight and satisfaction of your customers.

How can you keep them cool? By building a 12'8" x 18'8" cooler, designed especially for you by registered architect John M. Allis in



collaboration with the late Donald Comin, widely known Ohio State University storage investigator.

Included with the set of plans is a complete list of materials and estimated cost of construction.

Send \$3.00 for your working drawings to

AMERICAN FRUIT GROWER
Willoughby, Ohio

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF:

AMERICAN FRUIT GROWER, published monthly at Willoughby, Ohio, for October 1, 1961.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, American Fruit Grower Publishing Company, Willoughby, Ohio; Editor, R. T. Meister, Willoughby, Ohio; Managing Editor, None; Business Manager, Edward L. Meister, Willoughby, Ohio.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If now owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

American Fruit Grower Publishing Company, Willoughby, Ohio; E. G. K. Meister, Willoughby, Ohio; Elsie K. Meister, Willoughby, Ohio; Edward L. Meister, Willoughby, Ohio; R. T. Meister, Willoughby, Ohio.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom each trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mail or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue) 179,024.

EDWARD L. MEISTER,
Business Manager.

Sworn to and subscribed before me this 15th day of September, 1961.

E. P. Jeannet, Notary Public
(My commission expires Sept. 17, 1962)

APPLES

Scald Free

THE problem of scald, an apple skin disorder, may be solved as a result of a four-year research program conducted in New Jersey. This report was made by Dr. Richard Merritt, lecturer in pomology at Rutgers University, at the Joint Meeting of Biological Societies held at Purdue University.

Dr. Merritt said that in tests in several New Jersey orchards, it was discovered that apples subjected to eight days of temperature less than 50° F. following the onset of consistently cool weather (usually beginning mid to late September in New Jersey) were scald-free after removal from storage. The tests were made on Stayman and Rome Beauty varieties, which are especially susceptible to scald.

If such a relationship continues to exist, Dr. Merritt pointed out, it will provide a tool to determine when to harvest, what to expect as far as scald susceptibility of the fruit is concerned, and whether an anti-scald chemical should be applied to the fruit.

GRAPES

Report on Grape Day

GROWERS who attended Grape Day on the University of California Davis campus learned about

advances on several scientific fronts that should be to their benefit.

Possibilities are very good for integrated control of insect grape pests, using chemicals and both native and introduced parasites and predators of the pests in a complex, three-way formula. This method may solve some problems of insecticide resistance.

Another development is a redesigned grape harvester which allows the driver to sit below and behind the cutting mechanism where he can see better and adjust the harvesting action. A feature of this new machine is that a vertical blast of air can lift low-hanging leaves above the fruit.

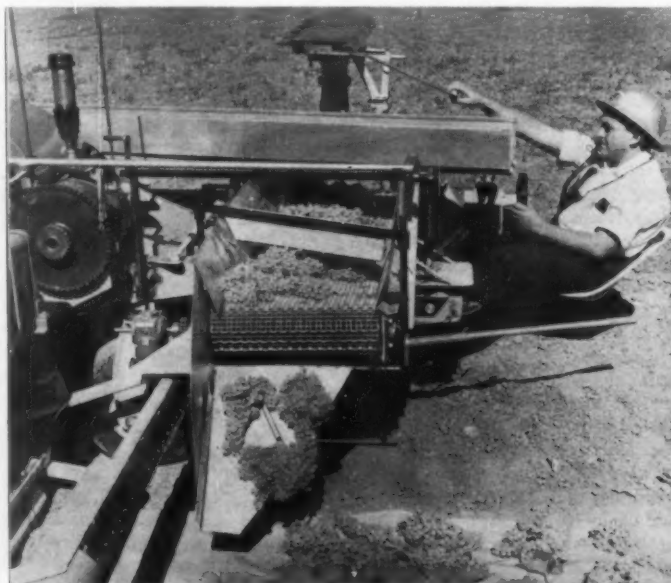
Growers were told that gibberellin, the growth regulator, is now accepted in the grape industry for two purposes: to induce setting in Black Corinth (Zante currants) and to increase the size of Thompson seedless. Five consecutive years of spraying with gibberellin has not harmed test vines at Davis.

For weed control in grapes, temporary soil sterilants—which kill the seedlings of annual weeds as they come up—are becoming popular.

Plant pathologists reported that summer bunch rot of grapes is often set off by a fungus called Diplodia, which scientists previously had not known is associated with the problem.

Scientific taste panels have indicated that the ratio of sugar to acid in table grapes is more important in pleasing the taste than sugar alone, which is the measurement of maturity officially used.

A new continuous-flow grape press, will go into its second season of tests at University of California. Scien-



University of California Agricultural Engineer I. J. Szluka operates new experimental grape harvester. Cutter bar is self-adjusting and "floats" along bottom of horizontal trellis wires, through which bunches of grapes hang. Grapes fall onto a metal mesh conveyor belt and are spread onto a paper tray unrolled from machine.

tists expect to make modifications that will press the pomace drier and also leave less suspended solids in the juice.

PEACHES

Thinning Automatically

MECHANICAL shakers do a fast, effective job of thinning peach trees, Michigan research workers have found. Cost of the thinning job is also greatly reduced when done automatically, they report.

Comparative tests of hand thinning and machine thinning were conducted on Elberta, Halehaven, and Redhaven varieties. Per tree savings, in favor of mechanical thinning, amounted to \$60 to \$90 per acre.

At \$1 per hour for labor, it cost, in the case of the Redhaven variety, for example, 87 cents for a crew of two men to thin one tree compared with a cost of 3 cents by machine. Average time required to thin Redhaven by hand was 26 minutes; by machine, nine-tenths of a minute!

To any producer growing 25 acres or more of peaches, the expense of a tree shaker is easily justified, the researchers point out. Growers with small acreages can either rent or lease the equipment, or have the work done on a custom basis.

Further information on machine thinning is included in the report, entitled *Experiments in Thinning Peaches with Machines*, available from Michigan State University, East Lansing, Mich.

The research work covered in the report was conducted by H. P. Gaston of Michigan State University and Scott Hedden and J. H. Levin of USDA. Their preliminary work indicates that machines can be used to advantage in thinning apples as well as peaches, and their 1961 trials will include both fruits.

Waxed Fruit

PEACHES and nectarines with higher color and longer shelf life are now available to produce buyers at California markets. A number of California packing sheds are applying a new wax, "Sta-Fresh," product of FMC Corp., to the fruit. The additive is basically an edible oil.

Sta-Fresh enhances the appearance of the fruit by intensifying the colors, and slows down the rate of respiration, prolonging shelf life.

Buyer reaction to the treated peaches and nectarines has been highly favorable. The waxed fruit, packed in Panta-Pak trays, is particularly impressive at auctions.

FMC believes the wax will produce the same results on other fruits.

ORCHARDS — VINEYARDS — NURSERIES — ROW-CROPS



CONTROL ORCHARD TEMPERATURE

The new Robinson Rotary HEATMOBILE

takes the guesswork out of
FRUIT GROWING
Manufactured in 3 sizes for you

3 Acres

6 Acres

12 Acres



- The ROTARY HEATMOBILE will protect your orchard for as little as 25c to 35c per acre hour. The powerful HEATMOBILE engine can be used for other orchard tasks such as power for irrigation pumps, feed mills, etc.
- By grouping a number of one or more sizes of ROTARY HEATMOBILES any area can safely be protected in orchards, vineyards or row crops, regardless of irregular pattern, low spots or drift.
- The ROTARY HEATMOBILE has been tested for three years under extreme field conditions. The machine has been engineered by expert air-flow scientists with grower help and suggestions.
- The ROTARY HEATMOBILE is always completely in balance; the center of gravity is at the lowest point because the diesel fuel tank is mounted below the fan and engine. The entire unit revolves slowly and easily on two heavy duty, triple sealed Ball Bearings, and is driven with positive chain drive.

The ROTARY HEATMOBILE will make it possible for the grower, for the first time, to protect against profit killing frosts in the most economical way. The ROTARY HEATMOBILE requires no towing. It is stationed in the orchard along with other units and can be serviced by a single operator. This reduces cost materially. Growers now using the ROTARY HEATMOBILE report savings in fuel equal to the cost of one machine and far better control of temperature. The ROTARY HEATMOBILE also eliminates the dirty messy job of maintaining pots and burning old tires. Equally important, the new machine eliminates smog created by these old and inefficient methods.

Dealer Inquiries Invited.

ROBINSON BLOWER & ENGINEERING CORP.

P.O. BOX 45

SAN MARTIN, CALIF.

Get the facts on

THE BIGGEST SPRAYER VALUES

John
BEAN®

HAS EVER OFFERED

ASK YOUR JOHN BEAN DEALER NOW—SEE OUR
ADS IN FRUIT GROWER STARTING NEXT MONTH

BARTLETT COMPOUND LEVER

SQWE combination
TREE TRIMMER
and POLE SAW

Double leverage action of pulley gives extra power. Head sections 30" overall, square end mount easily converted from pole pruner to pole saw for larger limbs and extra lengths can be added to make desired length. Capacity of pruner 1 1/4" with drop forged, side-cutting blade. Saw will handle larger branches. Has 16" curved blade with peg teeth. Other styles available.

The SQWE combination with two 6 ft. Laminated Sitka Spruce sections with brass connecting sleeves is recommended since it can be used as an 8 1/2' pole using one section, or a 14 1/2' pole by using two sections. Laminations add strength.

Price complete \$42.50 delivered in U.S.A.

No C.O.D.'s please.

Free catalog on request.

Write for booklet—"PRUNING"—Helpful Hints for use in Horticultural Work, 25c.

BARTLETT MFG. CO.

3044 E. Grand Blvd.

Detroit 2, Mich.

PEACH
APPLE

TREES

LOW AS
20c

Cherries, pears, plums, nut trees, strawberries, blueberries, dwarf fruit trees. Grapevines 10c. Shrubs, evergreens, shade trees, roses 25c up. Quality stock can't be sold lower. Write for FREE color catalog and \$2.00 FREE bonus information.

TENNESSEE NURSERY CO., BOX 4, CLEVELAND, TENNESSEE



HOMELITE



CHAIN SAW

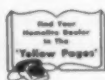
- Direct Drive
- Cuts 18" trees in 18 seconds
- Fells trees up to 3 feet in diameter
- Famous Homelite quality
- Only 18 pounds (less bar and chain)

First low-cost chain saw to give you famous Homelite quality. Perfect for all uses in your orchard. Cuts right, left, up, down, even upside down. Flush-cut handle lets you cut level with the ground. Have a free demonstration at your nearest Homelite dealer.

As little as \$3.45 weekly after small down payment

HOMELITE

A DIVISION OF TEXTRON INC.
6907 RIVERDALE AVE.
PORT CHESTER, NEW YORK



113 million ads . . .

at no cost to you, Mr. Apple Grower

The unique and revolutionary publicity program, launched by American Cyanamid Company this fall boosts apples instead of Cyanamid products. R. G. Tousey of Cyanamid tells here why and how this program developed

By R. G. TOUSEY

IT'S a great pleasure to have the opportunity to tell you folks about American Cyanamid's apple promotion plans. This is something of an innovation for an agricultural chemicals supplier and we sincerely hope it's one that will spread to other companies in our field.

We've gone through some pretty rough apple marketing years in the late '50's. I say "we," for although I'm not an apple grower at the present time, I was born, raised, fed, clothed, and educated on the proceeds from my father's apples in west New York's Orleans County—and a good deal of that was back in the '30's. I come by my interest in apple promotion from that period, too. My father was one of the group that founded the New York-New England Apple Institute and was one of the original directors.

Eventually I became an advertising manager for American Cyanamid's Agricultural Division and I still felt that I was part of the apple business. One of the prime markets for many of Cyanamid's pesticide and fertilizer products is the fruit business—such products as parathion, malathion, ammonium nitrate, urea, Cyprex.

Having been close to fruit all my life I know the frustrations of obtaining adequate financing to do a real apple promotion job. Thank heavens the situation is improving but we all know that we're far from doing the job that we should be doing to really create an ever-expanding demand and market for apples.

Well—back to Cyanamid and its interest in the welfare of the apple business. Obviously, large corporations are not designed as philanthropic organizations. Their responsibilities are to their stockholders and their basic job is to make a reasonable return on investment to these stockholders. But any large corporation has a tremendous investment in physical facilities. When plants are not working—or not working at capacity—it can influence this return on investment pretty drastically.

There are lots of reasons why products don't sell—or don't sell enough to keep plant capacity up—but one very good reason is the drying up of markets for these products. This is why we advertise and promote products to the consumer—to keep this demand up.

But with the fruit business, as you all so well know, it's not a matter of the grower using or not using pesticides and fertilizers. Any grower in the business uses these products or he doesn't grow fruit. The whole problem is to pull up the demand for fruits—specifically apples here—so the grower has money enough to stay in business. And in the years of '57, '58, and '59 the situation became so desperate in many of the more heavily concentrated fruit areas, that a sizable number of orchards went by the wayside.

I've gone through all this only to preface the decision making on the part of Cyanamid management to put some of their advertising dollars—not into selling their pesticide and fertilizer products to the grower—but to sell the grower's end product—his apples; to help keep his business healthy—which, in turn, we felt would keep ours healthy, too.

Cyanamid management decided to test the idea for at least a couple of years—to possibly spark a movement in this direction by other members of the industry.

My original idea was for a campaign based on car cards—subway cards in New York and bus cards in other metropolitan areas. When this idea was presented to our advertising agency, they suggested that we base this year's promotion on *TV Guide*. Their prime reasoning, and I think it is good, is that eating fresh apples is something of a leisure activity and today's No. 1 leisure activity is TV. This, coupled with the fact that *TV Guide* reaches many millions of families at home in our prime apple marketing areas and is scanned or read not once but several times a week, tipped the balance for *TV Guide*.

No mention of Cyanamid or Cyanamid products will appear in these ads which will be running in every issue

AMERICAN FRUIT GROWER

of *TV Guide* from the second week in October through Christmas week. There will be 113 million printed apple ads in our campaign.

I may have made this sound as though we went blithely ahead and planned this whole program without consulting you folks, but that's not the case. While the idea was still in the germ stage we took it to Washington—sat down with Patterson Bain (apple grower and until July 1, 1961, executive vice-president of National Apple Institute) and outlined what we had in mind. He gave us all sorts of encouragement and in the intervening months, as the program took shape, has given freely of his good advice and has been most helpful in passing along information on what we proposed to do to you folks who head up the state and regional associations.

We're proud of this campaign and we are glad to be part of the overall effort being expended by everyone here—to increase the total consumer demand for apples and make the apple industry a healthy, flourishing business. THE END.

BIG PEACH

(Continued from page 11)

galvanized buckets which are trucked to the packing shed. While it costs 4 to 5 cents more per bushel to harvest in these buckets, bruising losses are minimized and peaches can be harvested in more mature condition. Also, the buckets can be easily emptied onto the grader.

The fruit is hydrocooled prior to grading. During the grading operation, the peaches pass through a wet brusher, which gives them a smooth, attractive appearance. All soft-ripe fruit is picked out during the grading operation and placed in peck baskets for local roadside sales.

Usually, one-third of the crop is sold retail at the packing shed or through local grocery stores in the Vincennes area. About one fourth of the crop is sold at the roadside stand. Local sales total about 20,000 peck baskets annually.

Grocery stores in the Vincennes area buy peaches from Yates at a 25% discount but sell them at the same price Bill charges at his roadside stand. Peaches are delivered to the stores each morning and any fruit not sold the same day is picked up the following day and sold through his local roadside stand.

Hydrocooling is an important feature in Yates' wholesale peach sales. During the four seasons preceding its installation in 1960, Bill observed he was losing many of his chain store sales. Since 75% of his wholesale

OCTOBER, 1961

FRUIT
GROWERS:

KILL ORCHARD MICE

...before they KILL your trees!

SPRAY WITH

ORCHARD® BRAND endrin for fast, easy control!

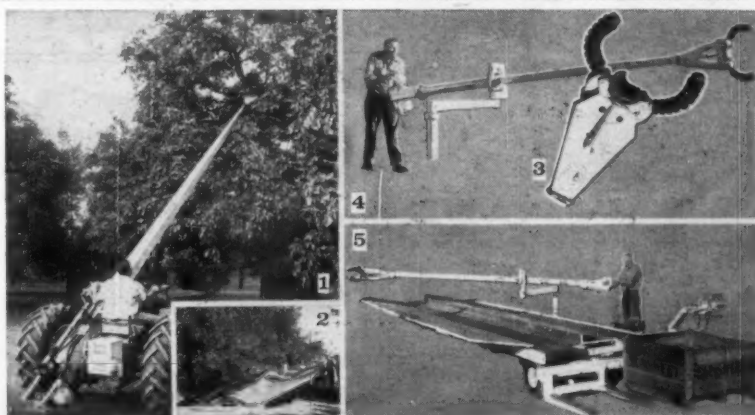
That's right! Orchard Brand Endrin is the fast, easy, modern way to control tree-destroying pine and meadow mice in your orchard. Orchard Brand Endrin eliminates laborious, time-consuming control methods such as hand-baiting and costly wire mesh screens. Simply spray it on the ground around your trees for immediate control! Don't delay! Ask your Orchard Brand dealer for Endrin right away!

The right product for every pest problem



GENERAL CHEMICAL DIVISION

40 Rector Street, New York 6, N.Y.



CUT HARVEST COSTS — PROBLEMS!

GOULD

HYDRAULIC FRUIT HARVESTING EQUIPMENT

Gould engineering guarantees top performance and service. In business since 1948. All new parts with interchangeability.

Pats. & Pats. Pending.

Picture No. 1. Gould Hydraulic Boom Shaker mounted on a tractor shaking walnuts.

Picture No. 2. Gould Self-Propelled Low-Profile Catching Frame in use in a prune orchard.

Picture No. 3. New "Tender Bark" No-Twist Claw. Grips tenderest limbs gently.

Picture No. 4. New Gould "Bear Cub" Free-Swinging Shaker. Comes in "Mount-it-yourself" kit. Attach to your own tractor, jeep, catching frame, etc.

Picture No. 5. New Gould Combination Shaker and Catching Frame. Self-propelled. Hydraulic. Consists of Gould Catching Frame with Bear Cub Shaker mounted on it. All you need for a complete fruit-harvesting operation.

Throw away the ladders and the buckets. 100% mechanized fruit harvesting is here. The Gould Hydraulic equipment shown above can satisfy the needs of any size orchard, any size budget. Soft fruits, such as apricots, cherries, peaches, olives, prunes, all can be successfully harvested with Gould equipment. Write for full information.

Gould Bros. Inc.
12570-A No. Capitol Ave., San Jose, Calif.
Please send me facts on the Gould Fruit Harvesting Equipment and name of nearest dealer.

Name _____
Address _____
City _____ State _____

There's 'Delicious' Profits in Store for You When You Plant C&O 'Exclusive Brands!'



New sport of sports which has established a definite color pattern by the latter part of June. Attains full color even in most shaded part of tree, and a glowing deep overall red finish color with a narrow "pin" stripe. Permits one picking of all fruit at earliest maturity, eliminates color picking.

Outstanding new spur-type, semi-dwarf Red Delicious sport with early, heavy annual production. The apple colors early, is a bright bluish red and of good type. Finish color retains its bright attractive red color even after several months in storage.

Starts coloring early, even in the most shaded part of the tree. The intense sparkling cherry red finish color is at its best when the maturity of the apple also is at its best... and finish color at maturity means greater profit. Excellent storage keeping quality.

Available on Dwarf, Semi-Dwarf and Standard Rootstocks

Send for FREE, All New, 40 page Natural Color Catalog

C&O Nursery

COLUMBIA and OKANOGAN NURSERY

P. O. Box 116

Phone NOrmandy 2-7164

Wenatchee, Wash.



NEW STRAW SPREADER UNIT



This economical Straw Spreader Unit can easily be mounted cross-wise on a trailer to mulch trees by driving around the tree and blowing the straw under the tree.

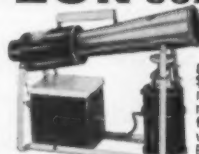
Strawberries can be mulched on or between the row by placing this new unit wherever one wishes, on your own trailer or on a special trailer built by us to straddle two berry rows. New 18 h.p. Wisconsin engine. Rate of application controlled by tractor speed.

Other orchard tested equipment we manufacture is—

- Power Hoe
- Automatic Hoe
- Bulk Box Dumper
- Power Take-off Hydraulic Pruning Shear
- Mobile Hydraulic Picking & Pruning Platforms

THE FRIDAY TRACTOR CO.
Hartford, Michigan

ZON SCARECROW



B. M. LAWRENCE & CO.
24 California Street
San Francisco 11, Calif.

Stop bird damage to all crops for less than the cost of one shotgun shell per day. Price \$59.50. At farm implement, seed dealers. If not available in your area, free delivery from our warehouses in Buffalo, Baltimore, Chicago, Houston, Tampa, San Francisco. Also all Canadian provinces.

Buffalo Turbine
Offers you the
Finest in Turbo
Sprayers & Turbo
Duster/Sprayers.



Use Buffalo Turbine Equipment For



Model CHS

- Orchards
- Soil Stabilization
- Row Crops
- Groves
- Seeding
- Shade Trees
- Enzyme Deodorization

BUFFALO TURBINE
Agricultural Equipment Company, Inc.
67 Industrial St., Gowanda, N. Y.

GOOD NEWS!

THERE'S MORE FOR YOU IN '62

... MODEL FOR MODEL, FEATURE FOR FEATURE,
VALUE FOR VALUE ... IN THE NEW

John BEAN SPEED SPRAYERS

ASK YOUR JOHN BEAN DEALER NOW—SEE OUR ADS IN FRUIT GROWER STARTING NEXT MONTH

business generally is with chain stores, he had to hydrocool his peaches to regain these sales.

The cost of hydrocooling averages about 20 cents per bushel, not figuring equipment depreciation costs. However, the wholesale prices Yates received for his hydrocooled fruit did not increase correspondingly.

Bill is a firm believer in promotion, spending about 10% of his gross retail sales for advertising. His local publicity begins about July 8 and continues for approximately six weeks. He generally spends about \$1200 for TV, several hundred dollars for newspaper advertising, about \$450 for radio, and \$400 for theater advertisements.

Considering an amortization cost of \$400 for his roadside signs and his BIG PEACH, his yearly advertising costs total between \$2500 and \$3000.

These figures do not include printing costs (4½ cents each) of attractive recipe booklets (8000 annually) available to all local customers, or printing costs (1½ cents each) of color post cards of the BIG PEACH (10,000 per year).

Yates has 14 roadside signs located at intervals along U.S. 41 and estimates 60% of his packing shed sales are to tourists.

Between 1917 and 1955 the Yates orchard and local roadside market were located about 10 miles farther north on U.S. 41 than his present operation. At his former location, Bill's largest gross retail sales for any one year totaled \$2500. Since moving to the present location and expanding his advertising program, his gross retail volume has reached about \$30,000. Bill feels he has probably reached his maximum possible return from advertising. He realizes, however, that his advertising also helps to sell his peaches in the local stores.

The tremendous increase in retail sales cannot be attributed to advertising only. Production at his former location consisted primarily of Elberta, which limited him to about a 10-day to two-week marketing season. This limited marketing period would partially account for the smaller retail sales volume.

Bill has learned that tourists want fresh, locally-grown fruit. While Bill's packing shed and roadside market are located on U.S. 41, his orchard is on a higher elevation one mile away. To convince potential customers that his fruit is home-grown, he has planted several acres of peach trees adjacent to the roadside stand, which is not a good orchard site.

If you're ever in the Vincennes area, ask anyone how to get to the Yates orchard. They'll have no difficulty in directing you to the BIG PEACH.

THE END.

AMERICAN FRUIT GROWER

FRUIT-O-SCOPE

SPECIAL MARKET REPORT OCTOBER, 1961 AMERICAN FRUIT GROWER

What's the outlook for apple growers who sell to processors? Brighter, thanks to USDA's invitation for bids on canned applesauce and canned sliced apples for the National School Lunch Program. NAI estimates that USDA's purchase will approximate one million cases of No. 10 cans, with slightly more emphasis on sauce than on slice. This is bound to strengthen the market for processing apples.

Apricot Producers of California, a new grower co-op, is going all out in its membership drive to sign up 20,000 tons of processing apricots. Final aim: to stabilize the apricot industry.

Americans will drink more than a billion gallons of fruit and vegetable juices this year. Fantastic? Not in the light of the tremendous upsurge in juice consumption between 1945 and 1959—an increase of 235% in 15 years. The biggest jump was in frozen concentrated orange juice.

Pacific Coast Canned Pear Service has made some drastic changes in its promotion program. Plans call for direct mail to canned pear buyers and point-of-sale materials to be handled by Washington State Fruit Commission. Other phases of the program will be handled by California's Canning Bartlett Committee in San Francisco.

"Donald Duck" will continue to promote citrus products. Florida Citrus Cannery Co-operative has signed a new agreement with Walt Disney Productions for a 30-year extension on the Donald Duck brand name.

Watch for some strong opposition from California grape growers to USDA's marketing order for winery grapes. Even though 7000 out of 14,000 growers voted and approval was by 67.26% by number (with 66-2/3% necessary for passage), there's still a lot of resistance to the order.

Circle the dates October 12-21 for National Apple Week. A bigger and better promotion is planned this year with newspaper, TV, and radio publicity, retailer display contests, and national tie-ins with Kraft Caramel Apple and Betty Crocker mixes featuring apple recipes. Get behind your local and regional apple committees to help make this the biggest and best Apple Week yet. It'll pay off with increased sales!

Where's the canned plum market going? Down-hill, due to the large 61,500-ton crop this year in Idaho, Washington, and Oregon. This is nearly triple the 1960 output. Growers received \$65 to \$80 a ton, down from \$125 a year ago . . . and canned plum prices are bound to drop.

On the labor front: Disability insurance is now extended to farm workers in California. Under a new law, passed during the last session of the legislature, employers of agricultural labor must register as employers and begin making deductions from employees' wages effective October 1. Disability benefits won't be payable to workers, however, until May, 1962.

OCTOBER, 1961

For all your SPRAYER NEEDS

your best buy
is still . . .



Manufacturing Corp.
GASPORT, N.Y.



APPEACH Deluxe

Rigid frame, canvas covered bucket designed especially for peaches and easily bruised apples. Excellent for other fruits. Stiff front stays protect against ladder. Top large enough for picker to lay fruit in carefully. Bottom is quick release type.

TYSON ORCHARD SERVICE
Flora Dale, Biglerville, Pa.

Profits and Production
DEPEND ON THE
TREES YOU PLANT

- BUD SELECTION
- TRUE-TO-NAME VARIETIES
- PROVED and PROFITABLE

The Greening Nursery Company, one of the leaders in bud selection, have for over 100 years given all growers the benefit of their research and improved strains which mean greater orchard profits.

AGENTS

Earn extra money, full or part time. It's pleasant and profitable to sell Greening nursery stock. Write us today for all of the details.

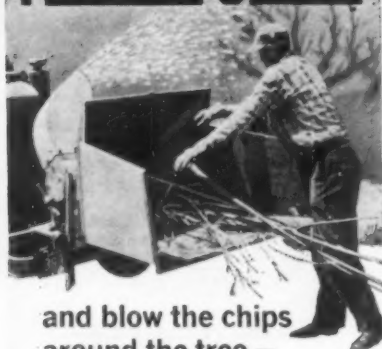


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NEW TRAP**

Now you can control English Sparrows when too numerous around your premises with amazing "elevator-type" HAVAHART trap. No resetting, bait lasts for weeks. Factory built, galvanized. Only two moving parts. Humane. Songbirds released unharmed. Low price. MONEY-BACK TRIAL OFFER. Send today for new 48-page booklet on trapping secrets illustrated by Carl Burger.

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Please send me FREE new 48-page booklet and price list.

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End Bird Damage to Your Crops!

WITH THE NEW, IMPROVED MODEL M-2

SCARE-AWAY



**Thunderclap
EXPLOSIONS
clears fields
of birds
and pests**

Proven effective against all birds and small animals. Scare-Away brings guaranteed protection to your orchards and crops. Check these features: • Operates for less than 15¢ per day • Rugged all steel heavy duty unit • Uses carbide or acetylene, no wick • Sets at regular or irregular intervals • Service unit only once a day. The M-2 is the loudest and most reliable bird and animal scare device ever made. Retail cost is low. Automatic timer available. Immediate delivery. Freight prepaid from our warehouses at San Francisco, New Orleans, Baltimore, Orlando, Chicago, and Greenville. If no dealer near you, write to:

REED-JOSEPH CO., HWY. 1 NORTH, GREENVILLE, MISS.
FOR DEALER INFORMATION, WRITE ABOVE ADDRESS

STATE NEWS

OHIO

Growers Robbed

YES, Ohio growers are being robbed, but not by the usual type of burglar or thief. The culprit is the red-winged blackbird. Growing in numbers (an estimated 8 million), and methodical in their work, the blackbird has become a menace to Ohio growers.

John Molloy, of Lorain County, Ohio's largest and most successful blueberry grower, felt he had found the answer to the problem by growing more berries than the birds could eat. This year, for the first time in 22 years, Molloy experienced extensive loss of his crop to the blackbird.

Though grain growers have also suffered losses, growers of small fruits are in desperate straits.

Growers feel that the problem has become serious enough to call for government intervention to save crop production.

WISCONSIN

James G. Moore Dies

RETIRED chairman of University of Wisconsin's department of horticulture, Prof. James G. Moore, died in Brookfield at age 79. He was active in the horticultural field for 40 years until his retirement in 1952.

Prof. Moore was a director of Wisconsin Horticultural Society.

WASHINGTON

Pear Price Settled

MAJOR processors of Bartlett pears, negotiating with Washington-Oregon Canning Pear Associations have reached the compromise price of \$85 per ton for No. 1 canning Bartletts and \$55 for No. 2's, sold roadside.

Higher prices submitted earlier

were rejected, according to the association, due to lack of support from non-member growers, and some organizations and handlers.

Ken Brown, graduate of Oregon State College, has been given the post of Okanogan County extension agent recently vacated by Noble Law. Brown holds a Bachelor of Science degree in general agriculture.

VIRGINIA

Robinson Re-Elected

J. KENNETH ROBINSON of Winchester has been re-elected president of Eastern Fruit Marketers Co-operative, Inc., over his own objections. Robinson felt that the position of chief officer should be rotated among the member states.

But the board of directors pointed out that at this time there is a good possibility of developing effective working relations with American Agricultural Marketing Association, and that a change in officers could have an adverse effect at this critical stage. Robinson agreed, and accepted the presidency for the 1961-1962 year.

NEW YORK

Apple Tax Hearing

CLAIMING that an apple is its own best advertisement, fruit grower Willard Rhodes, Clintondale, had refused to pay the tax voted into effect by 1200 growers in the state who produce 90% of the apple crop.

Appearing at a state agriculture department hearing to settle the question, Rhodes contended that the tax used to finance apple advertising is both unconstitutional and un-American. According to Rhodes, when someone sees a red, juicy apple in a store, he's going to buy it, with or without advertising.

He paid the tax.



MICHIGAN GROWERS WATCH SUCCESSFUL TEST

Successful test run of a new inertia-type tree shaker devised by David Friday, manufacturer-grower, Hartford, Mich., is another step toward automation in the orchard for Michigan. Four growers present at the test in a cherry orchard—left to right, Friday, Charles Zollar, Horace Wise, and Leo Prillwitz—haven't planted anything in three years that can't be mechanically harvested.

AMERICAN FRUIT GROWER



Meadow mouse (left) can be identified by its long tail. Pine mouse (right) by its stubby tail. Both can be controlled with a single application of endrin.

NEW MOUSE KILLER:

One ground application of endrin, applied now, controls orchard mice all through the critical winter months. The cost? About half that of putting out poison baits and wire guards.

Endrin is an effective weapon against the common meadow mouse and the much harder to control burrowing pine mouse. This has been established by state Experiment Station tests and by extensive field use in all major fruit growing areas.

Now—here's how you can use endrin for the most effective, most economical mouse control you've ever had.

THE FEEDING of meadow mice and pine mice on the bark and roots of deciduous trees costs orchardists millions of dollars annually.

Mouse damage is particularly severe



This excavated apple tree shows that wire guards and poison baits have little effect against pine mice. Endrin is your best method of control.

during the winter, because of a lack of other types of food and because they can feed undetected under snow.

As you have probably noticed, damage to trees often remains unsuspected until the undernourished, girdled trees begin to wilt months after attack.

Low-cost endrin insurance

Now you can protect your trees against mouse damage all winter long with endrin. Endrin is more effective than all other methods. It costs about half as much, and takes less time to apply.

How to control meadow mice

Meadow mice are a nationwide problem. They can easily be controlled with low dosage rates of endrin. Here's how:

Apply 0.4 lb. of endrin per 100 gallons of water. Apply only when the weather is cool. October to December should be ideal. Use about 300 to 350 gallons per acre. And be sure to wet the ground thoroughly under each tree.

How to control pine mice

The pine mouse is found in the eastern half of the U. S. Because this pest works under the ground, a slightly higher endrin dosage rate is required. To control pine mice, apply 0.6 lb. of endrin per 100 gallons of water. Use

about 350 to 400 gallons per acre.

In order to penetrate ground cover for control of both meadow and pine mice, apply sprays at about 500 lbs. pressure per square inch.

NOTE: Treated orchards should be posted. Avoid spray run-off into lakes, streams and ponds containing fish. Keep domestic animals out of treated areas and don't cut cover crops for hay.

Where to get endrin

Endrin is available from your local insecticide dealer under well-known brand names. It comes as emulsifiable concentrates and wettable powders. Remember, look for the name endrin on the label or in the ingredient statement.

Check local application recommendations for your area.

Shell Chemical Company, Agricultural Chemicals Division, 110 West 51st Street, New York 20, N. Y.



GROWERS OPPORTUNITY PAGE

Only 25¢ a word for one-time insertion; 20¢ a word per month for two-time insertion; 15¢ a word per month for four times or more. CASH WITH ORDER. Count each initial and whole number as one word. Copy must be in the 15th of the second month preceding date of issue. You can use our companion publication, AMERICAN VEGETABLE GROWER, in combination with AMERICAN FRUIT GROWER for only 10¢ a word more.

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FOR THE ULTIMATE IN PACKAGING WE offer our fine boxes combining the strength of modern box board with distinctive design. The appealing green exterior contrasting sharply with the clean white interior imparts an assurance of quality to the consumer. For the price of the ordinary you can use the finest. Write for prices and our quart and pint sample package. You will find us prompt and courteous. THREE G BOX COMPANY, 2906 10 Mile Road E., Rockford, Michigan.

BOOKS

DRUG MEDICINES DISAPPOINT, DISILLUSION. Why defeat nature's spontaneous recovery efforts? New 25¢ book, MEDICINES OF NATURE describes seven universal curatives freely available everywhere. M-PRESS, Coalmont 143, Tennessee.

TIPS ON STRAWBERRY GROWING ARE contained in our all new, revised How-To Book on strawberries. \$1.50. AMERICAN FRUIT GROWER, Box 159, Willoughby, Ohio.

MODERN FRUIT SCIENCE. MOST COMPLETE and up-to-date book on planting to marketing of deciduous tree and small fruits and nuts. HORTICULTURAL PUBLICATIONS, Rutgers University, New Brunswick, N.J. 910 pp. 1961. \$7.50.

FREE CATALOGUE. ELECTRIC PRODUCTS for home, farm, industry. D. FELICE, 5018 N. 16th St., Philadelphia 41, Pa.

BUSINESS OPPORTUNITIES

FREE PICTURE FOLDER, "HOW TO MAKE \$3,000 Yearly. Sparetime. Raising Earthworms!" OAKHAVEN-25, Cedar Hill, Texas.

MAKE BIG MONEY RAISING RABBITS FOR us. Information 25¢. KEENEY BROTHERS, New Freedom, Penna.

A SECOND INCOME FROM OIL CAN END your toil! Free book and oilfield map! NATIONAL PETROLEUM, Pan-American Bldg-AFG, Miami 32, Florida.

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MODERN AUTOMATIC ELECTRIC CIDER presses for roadside stands and small orchardmen. Presses 10 gallon to 35,000 gallon capacity. Everything for the cider maker, ball bearing graters, press racks, cloths, packing, valves, labels, filters, pasteurizers, bottling equipment. Write for supply catalogue. W. G. RUNKLES' MACHINERY CO., 185 Oakland St., Trenton 8, N.J.

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GRAPE CRUSHERS AND APPLE GRINDERS orchard and hard presses, cloths, LOBSINGER BROS., Mildmay, Ontario.

HYDRAULIC CIDER PRESSES, PALMER style, especially suited to roadside stands and orchard use. Modern, easy to clean. High speed ball bearing graters, plastic liners, tanks, pumps, all supplies including preservatives, cleaning compounds, racks, cloths, etc. Catalog available. ORCHARD EQUIPMENT AND SUPPLY CO., Hill Street, Bristol, Connecticut. Phone LU 2-7848.

NEW AND USED CIDER PRESS AND PROCESSING equipment. Complete line to offer including stainless steel tanks, orchard service, industrial hose, press cloths, press rack and packings. Write for supply catalog. DAY EQUIPMENT CORP., 118 West Lafayette St., Goshen, Ind., Phone Keystone 3-5903.

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SOUTHERN OHIO ORCHARD. 1600 peaches, 2000 apples. House furnished. Must be willing to work. Non-drinking man. Ulysses 2-1811. 2136 U.S. 50, R #3, Batavia, Ohio.

FOR SALE—EQUIPMENT & SUPPLIES

APPLE GRADERS. CUSTOM BUILT FOR small, medium or large growers. Complete graders from \$262.00 up. Contact your local dealer or write. MIDWESTERN MACHINE CO., Belding, Michigan.

USED SPRAYERS TAKEN IN TRADE ON new John Bean equipment. 2 Buffalo Turbine air machines and 2 hydraulic, 600 pound pressure machines. One engine powered and one PTO row crop. Both in excellent condition. Reasonable. KWH mist blowers, FMC graders, washers, packing house equipment. Shur-Kane Sequa-Matic irrigation, power and hand pruning tools, supplies, parts and service. NORTHEASTERN OHIO'S JOHN BEAN DEALER. LANPHEAR SUPPLY DIVISION OF FOREST CITY TREE PROTECTION COMPANY, 1884 S. Green Road, Cleveland 21, Ohio. Phone EV 1-1700.

SAVE—GRADERS, WASHERS, BRUSHERS, baggers. Combination welding, brazing outfits \$98.50. STORY EQUIPMENT, Parkertown, N.J.

PLASTIC BAGS FOR ALL USES. PACKAGING products for all applications. LISBON PRODUCTS COMPANY, Box 133, Lisbon, Ohio.

4 SKATE WHEEL CONVEYORS 10' 1 SKATE wheel conveyor 5'. 1 Dumpster for picking boxes. 1 basket turner. Several facing forms and tubs for 1/2 and bushel baskets. 1 40-bushel Tresscott reach brush and grader, complete with 4 HP motor. With good fruit this will handle 80 bushels per hour. (This machine will also polish and grade apples.) Several bundles of liners and cushions. ALL OF ABOVE IN EXCELLENT CONDITION. Any reasonable offer considered. W. L. CLARKE, Lottsburg, Va.

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FOR SALE: I-40, I-500 C.P.I-36 SPEED sprayers. I-35T, I-35TR, I-20MT, I-48, I-30TR Myers. I-30TR Hardie. I-50 engine driven Friend. I-35 gal. Royal Bean pump. I-Ironage pump. Bean No. 7 and Niagara cleaners. 18" Grabill grader. Cherry seeder. New and used bomber tires. 60,000 new crates. CORY ORCHARDS, Cory, Indiana.

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10-TON TRUCK HOIST \$199.99—\$50 DOWN. \$50 monthly. Can use Agents. DUNBAR, Minneapolis 8, Minnesota.

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PEACH BRANDY-CHERRY CORDIAL—Wine—Beer—old rare formulas for personal use. Send \$1.00. RESEARCH ENTERPRISES, 29 Samoset Road, Woburn, Mass.

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"Harvest of Shame"—in Reverse

CIRCUMSTANCES make strange bedfellows.

For a most interesting shifting of bedfellows, witness the latest switch in the controversial, ill-starred TV program, "Harvest of Shame," of scarcely a year ago.

You will remember that Edward R. Murrow was the master of ceremonies and the interviewer in this widely circulated program. There is no question that the program showed migrant labor at its worst.

But now the situation has changed, and Murrow is director of the United States Information Agency in the new administration at Washington. USIA has this summer been interviewing happy Puerto Rican migrant workers "to tell the story of the progress of migrants on American farms". The tape is to be translated into 38 languages for distribution around the world.

The fruit and vegetable industries are now seemingly to be held up as propaganda agencies for the fine conditions provided migrant farm workers in America!

But, there is no point in shooting barbs and darts. Let's be happy that some of the unwarranted criticisms are to be reversed. And, interestingly enough to the AMERICAN FRUIT GROWER family, the farm on which the new tape was made is that of Dominic Luccarelli, Monmouth County, New Jersey, about whom we ran a story in the July issue. We hope we played a part in the "new look."

At all events, on this 175-acre farm there are 18 Puerto Rican workers. They are housed in neat cinder-block buildings, with inside flush toilets, showers, kitchen facilities, orderly bunks, and clean beds and linen. The workers, in their interview, noted that they hoped to earn up to \$50 a week over a six-month period, and take home \$500 besides sending \$10 to \$15 each week to their families in Puerto Rico.

Some 8000 workers have been flown into the Millville (New Jersey) area, with a guarantee of 160 hours of work for each four-week period.

Yes, strange circumstances make strange bedfellows. We are happy that USIA prefers now to present the

good side of the migrant labor picture in America. Thanks, Director Murrow, we'll try more than ever to keep the picture good and to live up to our part of the bargain and to present the side of the picture as we knew it to be all the time.

The Challenge

If we wish to succeed at this business,
We must know how to grow them, yes sir!
The tricks of the trade in production
From the roots right up to the spur.

All of these facts we must master,
Each theory must be put to the test,
For the art of producing is basic,
If you strive for only the best.

However, that tree in your orchard,
Loaded down with the fanciest crop,
Should not be a goal, but a challenge,
A place to begin, not to stop!

Up through the trunk they have risen,
Back to the ground they will drop,
Unless I come by with my basket
To harvest and market the crop.

Yes, that is our job for the sixties,
To harvest and market the crop.
And unless we can show marked improvement
Someone else will be running our shop!

—Albert L. Mason
Albion, N.Y.

Fruit Growing is Such Fun!



Wow! What a peach of a reach!

Fruit Talk

That deciduous fruits can be raised successfully in tropical regions if placed at high altitudes, is vouched for by the fact that the government of India has just made an award to an apple grower for his successful leadership in orcharding at 5500 feet.

Water sprinkling on a frosty night in England held apple blossoms to almost exactly 32° F. for three hours; whereas non-sprinkled blossoms were 5 to 6° lower (25 to 26° F.), from studies by Rogers and Modlibowska at East Mall-ing.

We commonly forget that pears must be harvested while immature and must be ripened off the tree for best eating quality, reminds F. W. Southwick of Massachusetts, adding that ripening is best at 65 to 72° F. in a humid atmosphere (90% humidity)—polyethylene boxes are good. Remember the old custom of placing a few choice pears in a bureau drawer for a few days?

Gibberellic acid at 75 ppm applied to strawberry plants (Pusa Dwarf Early) in India increased the height, spread, and runner formation of plants; hastened flower formation by 26 to 31 days, and fruit maturity by 19 to 23 days; prolonged the duration of harvest; and increased both early and total yields—144%.

Says Dr. F. J. Stare of the Harvard School of Public Health: "Goodness is still in our food. The poisons are in the pens and tongues of those who by peddling misinformation, half truths, statements out of context, and downright falsehoods, gain some temporary notoriety, inflate their egos. We have the best and the finest food supply in the history of this or any other country. Further, it is the safest."

The bullfinch obviously knows a good fruit variety even before the fruit has developed. "They have cleared all the buds (dormant) from my Cox orchards but have not touched any other variety," bemoans an English fruit grower.

The recorded noisy squawkings of captured starlings played back from a moving pick-up truck and boosted in volume to panic-stricken proportions, are said to have frightened starlings out of a fruit orchard in Canada; and a blast of rock-and-roll did as much for blackbirds—not a steady musical concert, but occasional wild outbursts proved best!

Looking forward to the commercial production of apricots in Michigan, H. D. Hootman, retired Michigan extension specialist, observes, "It is no trouble at all to get cherry pickers to move over to apricots!"

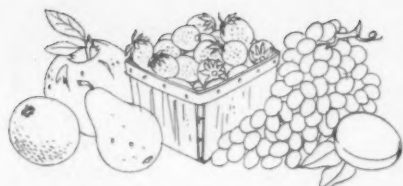
Russian scientists report an increase in pollen germination, length of pollen tube growth, longevity in storage, increased fruit and seed set, increased fruit size, and reduced fruit drop—when the pollen was subjected to an electric field for 10 to 60 seconds.

—H.B.T.

Coming

- Topics the Annual Hort Society Meetings Will Feature
- What's New in Pruning
- Pros and Cons of Mechanical Harvesting
- Advantages of the "Shrink" Pack

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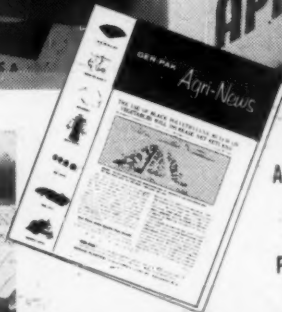
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Kenilworth, N. J.

Apple Scab...1961

by Dr. P. D. (Pete) Peterson

Technical Director
Agricultural Chemicals Division

The year 1961 will long be remembered as a "scab year" by many apple growers in the eastern half of the United States. In much of this area weather favored scab infection. Frequent and prolonged rains interfered with spray operations. Spray residues were frequently rained off as soon as applied. All too often scab took a heavy toll of fruit. Needless to say, there were exceptions to this generalization. Many growers, in spite of scab weather, grew a "clean" crop of fruit.

It was my good fortune to visit many orchards in 1961. Poor scab control could usually be traced to poor timing of sprays relative to infection periods. Good scab control stemmed from sound spray programs and timely sprays, thoroughly applied. It would appear that even in this day of miracle fungicides there is still no good substitute for sound spray programs and timely and well-applied sprays.

Several "scab-free" orchards that I inspected in 1961 were dusted one or more times between regular scab sprays. It was only by dusting that growers could maintain adequate protection. It took days to spray, only hours to dust these orchards. I found no scab. These excellent results confirm what has been proved time and time again in orchard after orchard—dusts can be useful supplements to sprays on apples even

during these days of the air blast sprayer.

I inspected three "scab-free" apple orchards on the Eastern Shore of Maryland, all owned and operated by the W. F. Allen Company at Salisbury. These orchards received no special scab sprays or dusts in 1961 in spite of scab weather. Captan was used as the fungicide in all pre-bloom, blossom and post-bloom sprays. Sulfur, at low dosage, was added to all pre-bloom sprays as a mildew preventive.

I found no scab in the Allen orchards in 1961, —a bare trace in 1960, 1959, 1958, 1957 and 1956. Results such as these need explanation. The answer is simple. The Allens make it standard practice to fight scab aggressively each year regardless of weather conditions. This program, initiated in the early 1950's, has all but eliminated scab from their orchards, has prevented powdery mildew from becoming a problem, and has reduced bitter rot and other summer diseases to minor problems. All of these diseases—except powdery mildew—were major problems in the Allen orchards before they adopted their present program. The results speak well of their program based on captan.

If you would like a folder on captan, write to Stauffer Chemical Company, 380 Madison Avenue, New York 17, New York.



